

AMENDMENTS TO THE CLAIMS

1. **(Cancelled)**
2. **(Previously presented)** The liquid crystal display of claim 6, wherein the voltage varying device varies a reference gradation voltage for driving the liquid crystal display panel.
3. **(Original)** The liquid crystal display of claim 2, further comprising:
a storage section storing sets of reference gradation voltage data previously specified.
4. **(Previously presented)** The liquid crystal display of any one of claims 6, 2, or 3, further comprising:
a temperature detecting device that detects a temperature in the liquid crystal display; and
wherein the voltage varying device varies the level of the gradation voltage to be applied to the liquid crystal display panel, in accordance with the input image data and the detected temperature in the display.
5. **(Previously presented)** The liquid crystal display of any one of claims 6, 2, or 3, wherein
the switching device switches between the modes for driving the liquid crystal display panel in accordance with a user's instruction.
6. **(Currently amended)** A liquid crystal display displaying, using a liquid crystal display panel, an image responsive to input image data, comprising:
a driving device that drives the liquid crystal display panel in either an impulse drive mode or a hold drive mode, (i) the impulse drive mode having an image display period for performing display of the input image data and a monochrome display period for performing display of certain previously-specified monochrome display data, each of the display periods being performed within an input image data rewriting period, the input image data and the

monochrome display data written sequentially in each of scan lines of the liquid crystal display panel and written in each pixel of the liquid crystal display panel, (ii) the hold drive mode performing display of the input image data for the entire rewriting period, without setting the monochrome display period, the image data written sequentially in each of scan lines of the liquid crystal display panel and written in each pixel of the liquid crystal display panel;

a switching device that switches between the modes for driving the liquid crystal display panel by the driving means; and

a voltage varying device that varies, in accordance with the input image data and according to one of the modes for driving the liquid crystal display panel, a gradation voltage applied to the liquid crystal display panel and corresponding to the image data, so as to prevent changes in gamma characteristics due to differences in response speed of liquid crystal between display gradations, which differences are caused by insertion of the monochrome display data.

7. (Currently amended) A liquid crystal display displaying, using a liquid crystal display panel, an image responsive to input image data, comprising:

a driving device that drives the liquid crystal display panel switchably in either an impulse drive mode or a hold drive mode, (i) the impulse drive mode having an image display period for performing display of the input image data and a monochrome display period for performing display of certain previously-specified monochrome display data, each of the display periods being performed within an input image data rewriting period, the input image data and the monochrome display data written sequentially in each of scan lines of the liquid crystal display panel and written in each pixel of the liquid crystal display panel, (ii) the hold drive mode performing display of the input image data for the entire rewriting period, without setting the monochrome display period;

a switching device that switches between the modes for driving the liquid crystal display panel by the driving means; and

a voltage varying device that varies, in accordance with the input image data and according to one of the modes for driving the liquid crystal display panel, a gradation voltage applied to the liquid crystal display panel and corresponding to the image data, so that a relationship between a display gradation of the image and an integral of display transmittance of

the image within the input image data rewriting period, in a case where the driving device drives the liquid crystal display panel in the impulse drive mode, is equal to a relationship between the display gradation of the image and the display transmittance of the image in a case where the driving device drives the liquid crystal display panel in the hold drive mode.